



January 7, 2010

Julius Genachowski, Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: Broadband Industry Practices (WC Docket No. 07-52)

Dear Chairman Genachowski,

The Pennsylvania eCommerce Association was formed to promote the electronic commerce industry in Pennsylvania and to provide a forum for organizations involved in e-commerce in our Commonwealth. With the dramatic evolution of technology especially during the past decade, including more - and more robust - broadband availability, our focus today is making sure that e-commerce can thrive in Pennsylvania.

Simply put, companies cannot survive today without broadband connectivity. And, thanks to substantial private investments, our companies are increasingly reliant upon wireless broadband connectivity. I write today because I am very concerned about the network neutrality regulations the FCC is considering, which, if adopted, would be a step backwards.

These regulations would be a disincentive for continued investment in the very networks our businesses rely upon everyday. Pennsylvania needs more - not less - investment to ensure our companies and our commonwealth can compete domestically AND internationally. In short, network neutrality regulation would interfere with our ability to compete.

In addition, many small ecommerce companies have emerged in some of Pennsylvania's more rural communities. Network neutrality rules on wired and wireless connections would slow deployment in rural communities, creating a major obstacle to the continued growth in rural Pennsylvania.

I strongly urge the FCC to reject new regulations that will curtail innovation, entrepreneurship and competition that is so critically important to the growth and viability of ecommerce in Pennsylvania.

Sincerely,

Mary Jo Shaub
Executive Director
PA eCommerce Association